

PRESS RELEASE

***PBZ, in collaboration with Intesa Sanpaolo Card Ltd.,
is the first to test HCE for mobile NFC payments
on the global American Express network***

**INTESA SANPAOLO: PRIVREDNA BANKA ZAGREB (PBZ), INTESA
SANPAOLO CARD AND AMERICAN EXPRESS
LAUNCH FIRST HCE PILOT FOR MOBILE NFC PAYMENTS**

Zagreb, Milan, 30 July 2014 – **Privredna Banka Zagreb** (PBZ, Intesa Sanpaolo Group), **Intesa Sanpaolo Card** Ltd. and **American Express** today announced that the three companies have initiated a pilot to test – for the first time – HCE (Host Card Emulation) for mobile NFC (Near-Field Communication) payments at POS (Point-of-Sale) terminals in Croatia. PBZ is the first American Express card-issuing partner to test HCE on the American Express global network.

With HCE, PBZ can store card account details in a secure, virtual cloud. When a cardholder initiates a payment using an NFC-enabled mobile phone, the card account and payment details are transmitted from the cloud to the NFC-enabled mobile phone and POS terminal, enabling the cardholder to complete the transaction in a fast, secure manner.

The PBZ mobile NFC payment services will be enabled initially on smart phone devices. With HCE, PBZ will be able to offer mobile NFC payment services to all of its cardholders in Croatia, regardless of the mobile network operator, and on multiple payment networks.

“We are delighted that PBZ is the first financial institution within the Intesa Sanpaolo Group to test HCE for secure mobile NFC payments on the global American Express network,” said **Zdenek Houser**, President of the Management Board of **Intesa Sanpaolo Card**, the Group’s payment card company. “At Intesa Sanpaolo Card, we have always been committed to investing in innovative payment technologies, and we are extremely proud that we have been able to quickly roll out this pilot with PBZ Group and American Express and enable fast, secure contactless payments using a mobile phone in Croatia.”

Once a cardholder has registered for the mobile NFC payment service with PBZ, the cardholder then shall download the application to the mobile phone handset. Once that is done, the cardholder can enroll a payment card using two separate verification codes that are provided by PBZ. Then, when in a store, the cardholder simply “waves” the mobile phone in front of an NFC-enabled POS terminal, and the payment is completed.

“PBZ continues to lead the marketplace in introducing the latest payment innovations,” said **Dinko Lucić**, Member of **PBZ** Management Board. “In Croatia, PBZ Group was the first to launch internet banking, in addition to online mobile banking 10 years ago. By testing this new NFC-based secure payment option, we will continue to play an important role in making the latest payment technologies available to our customers.”

“American Express recognizes that consumers around the world are paying in new and different ways,” said **Mike Matan**, Head of the Global Network Business, **American Express**. “We are delighted to launch this HCE pilot with PBZ and Intesa Sanpaolo Card, and we look forward to

working closely with them as we continue to explore and introduce new mobile NFC payment options on the American Express network in Croatia.”

“The launch of this pilot in Croatia marks an important milestone that will ultimately drive broader adoption of mobile payments across the region,” said **Adriana Saitta**, Head of Retail of **Intesa Sanpaolo International Subsidiary Banks Division**. “Following the pilot and the insights we gain from our tests, we soon will be able to make the HCE solution available to other banks within the Intesa Sanpaolo Group, allowing us to quickly deliver mobile NFC solutions across a diverse range of payment products.”

About PBZ Group

The PBZ Group, part of Intesa Sanpaolo Group, one of the largest European banking institutions, is a financial group that provides a broad scope of services to its clients in Croatia. The PBZ Group offers a diverse range of specialised services which include: banking (Privredna banka Zagreb), credit card services (PBZ Card), leasing (PBZ Leasing), housing loans (PBZ Stambena štedionica) and real estate (PBZ Nekretnine).

PBZ Card, a member of the PBZ Group, specialized for credit card services, is today the leading card organization in Croatia and is the only card company in Croatia responsible for issuing and accepting American Express cards. The Company offers around forty various card products, including a wide selection of charge, debit, delayed debit, credit, pre-paid and other cards for individuals and legal entities. PBZ Card bases its success on the great knowledge and rich experience based on more than forty years of American Express on the Croatian market and the strong position of Privredna banka Zagreb as the leading bank in introducing new technologies and products to card business.

About Intesa Sanpaolo Card

Intesa Sanpaolo Card Ltd (Intesa Sanpaolo Group) is the payment card company founded in 2009, dedicated to developing and managing the card business on an international level in those countries where Intesa Sanpaolo operates. Operating centers based in the Republic of Croatia and Slovenia are the strong base for the activities of credit card payments, at foreign markets where the Intesa Sanpaolo operates. Member banks of the Intesa Sanpaolo currently operate a 6.5 million debit and credit cards, around 72.700 POS terminals and 2.640 ATMs. Continuous growth of Intesa Sanpaolo Card will assure generation of synergies and creation of economic value to all the banks and other organizations to which it will provide its services. Find out more at www.intesasanpaolocard.com

About American Express

American Express is a global services company, providing customers with access to products, insights and experiences that enrich lives and build business success. Learn more at americanexpress.com and connect with us on facebook.com/americanexpress, foursquare.com/americanexpress, linkedin.com/companies/american-express, twitter.com/americanexpress, and youtube.com/americanexpress. Since 1997, American Express has partnered with a select group of leading banks and financial institutions around the world to issue American Express-branded products and acquire merchants on to the American Express merchant network. By leveraging its partnerships, global infrastructure and the powerful appeal of the brand, American Express has gained even broader reach for its network worldwide.

About Intesa Sanpaolo

Intesa Sanpaolo is among the top banking groups in the Eurozone, with a market capitalisation of 36.8 billion euro (as at June 30).

It is the leader in Italy in all business areas (retail, corporate, and wealth management).

The Group offers its services to 11.1 million customers through a network of approximately 4,700 branches well distributed throughout the country with market shares no lower than 13% in most Italian regions.

Intesa Sanpaolo has a selected presence in Central Eastern Europe and Middle Eastern and North African areas with over 1,400 branches and 8.4 million customers belonging to the Group's subsidiaries operating in retail and commercial banking in 12 countries.

Moreover, an international network of specialists in support of corporate customers spreads across 29 countries, in particular in the Middle East and North Africa and in those areas where Italian companies are most active, such as the United States, Russia, China and India.

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